

Nizar AbouKhater, Magellan Import

“Reduced competition” for South African Star Ruby pomelo

Magellan Import began the Star Ruby pomelo campaign from South Africa in April. The campaign should last until the end of August.



"We had a little bit of demand at the start of the campaign, as the origin is known for its high quality. Although it is a fine product, both in terms of appearance and taste, we had quite a lot of competition from Spain and Morocco, which offered more competitive prices," explains Nizar AbouKhater of Magellan Import.

Today, competition has decreased. The Moroccan campaign is now over and the Spanish season is also coming to an end. However, the nice weather is likely to turn consumption more towards summer fruits. "In recent days, we have noticed that people are eating more peaches, nectarines, apricots and other stone fruits.

As summer progresses, the demand is likely to weaken in favor of other seasonal products, although the Star Ruby pomelo is the perfect fruit to bring freshness and indulgence in summer!

Magellan Import offers Star Ruby pomelos from South Africa in sizes 35, 40 and 45 in 15kg packs in bulk (65 packs per pallet).

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